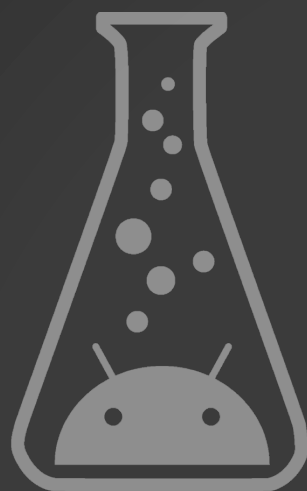




ANDROID
developer lab



ANDROID
developer lab

Android Market for Developers

Q3 2011

Agenda

1. Android Addressable Customers
2. Distributing on Android Market
3. Monetization and Merchandizing



Android Addressable Customers

Delivered via a Global Partnership

135M devices activated

410 devices launched

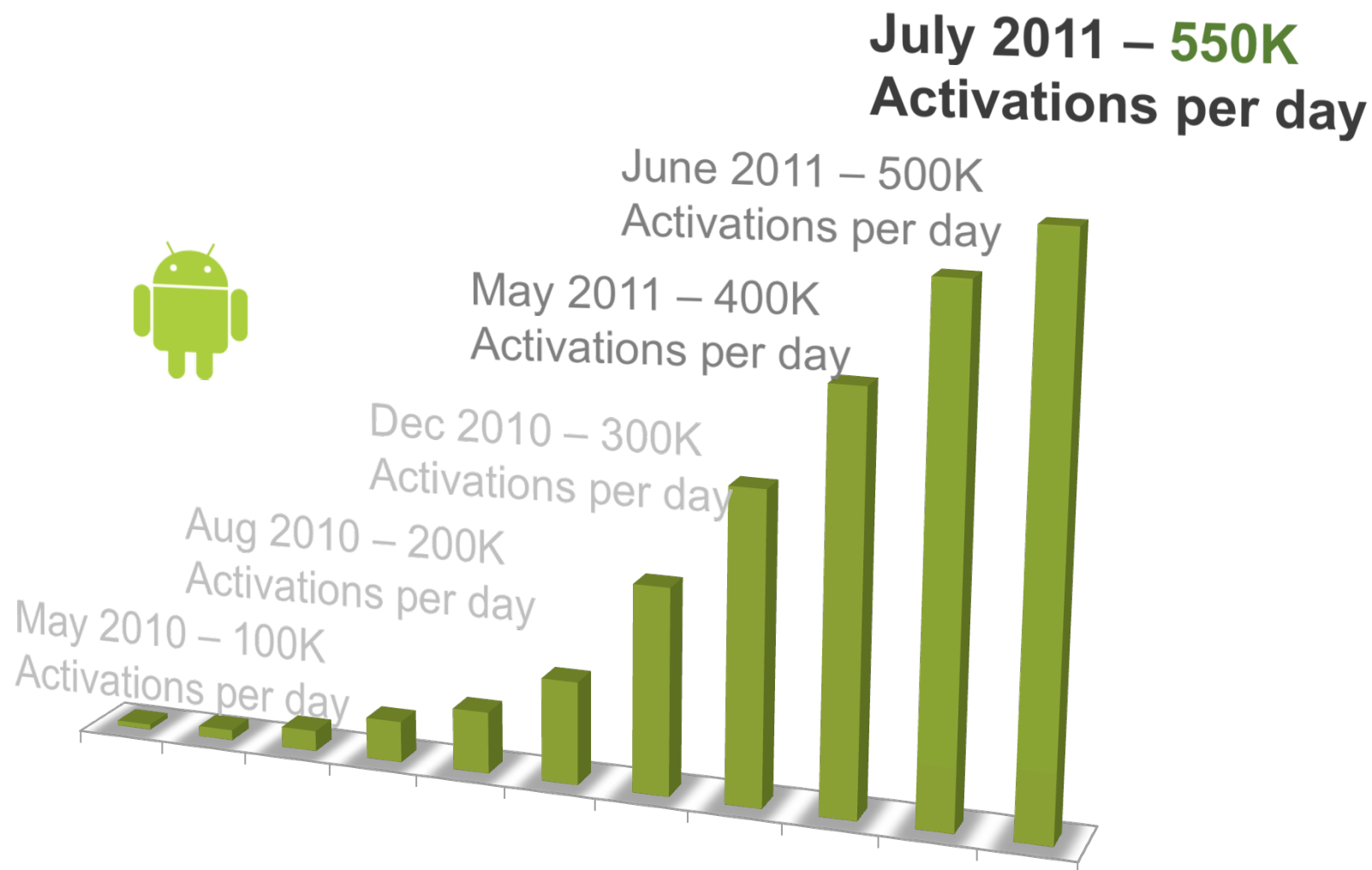
39 OEMs

213 carriers

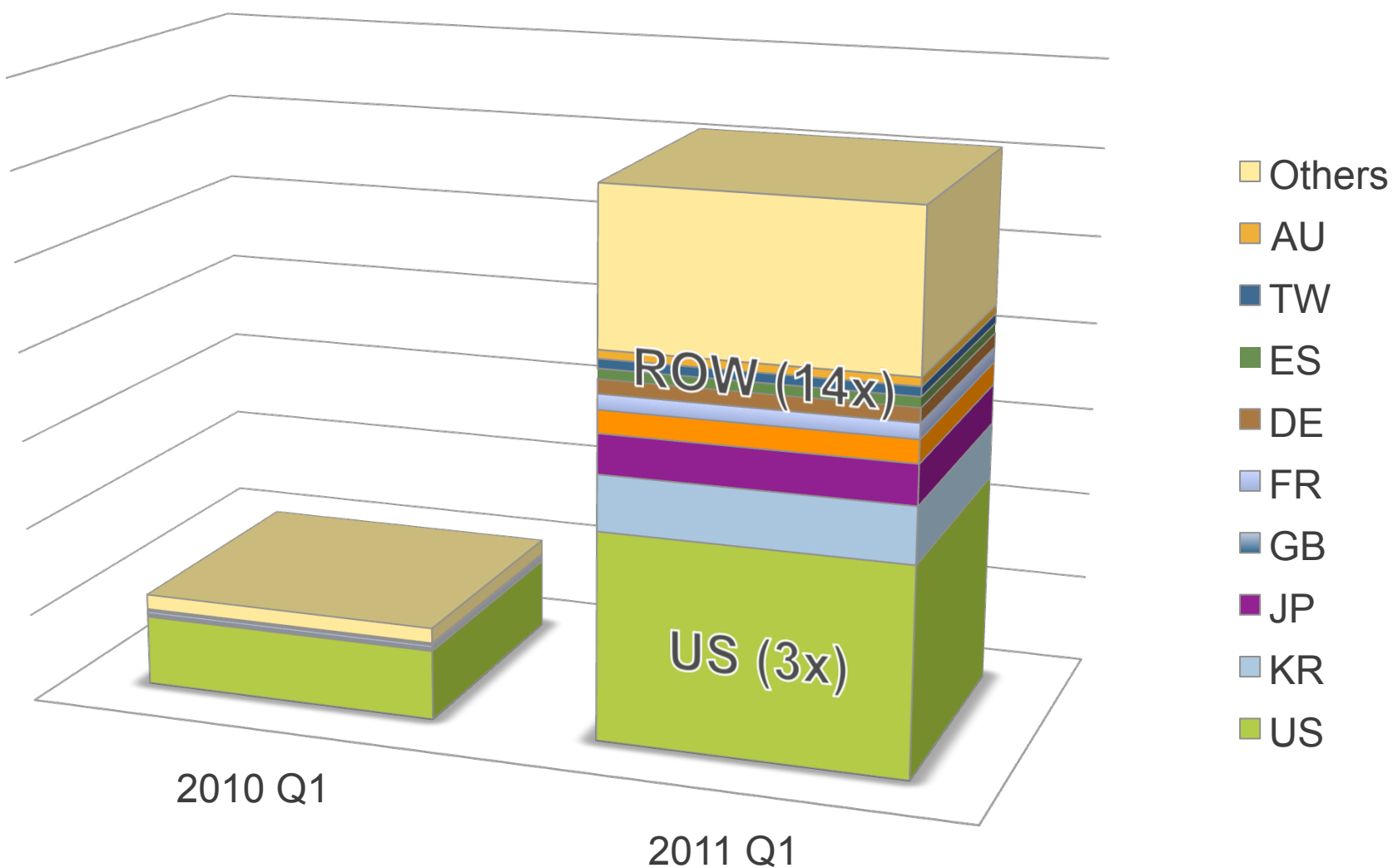
131 countries where apps are sold



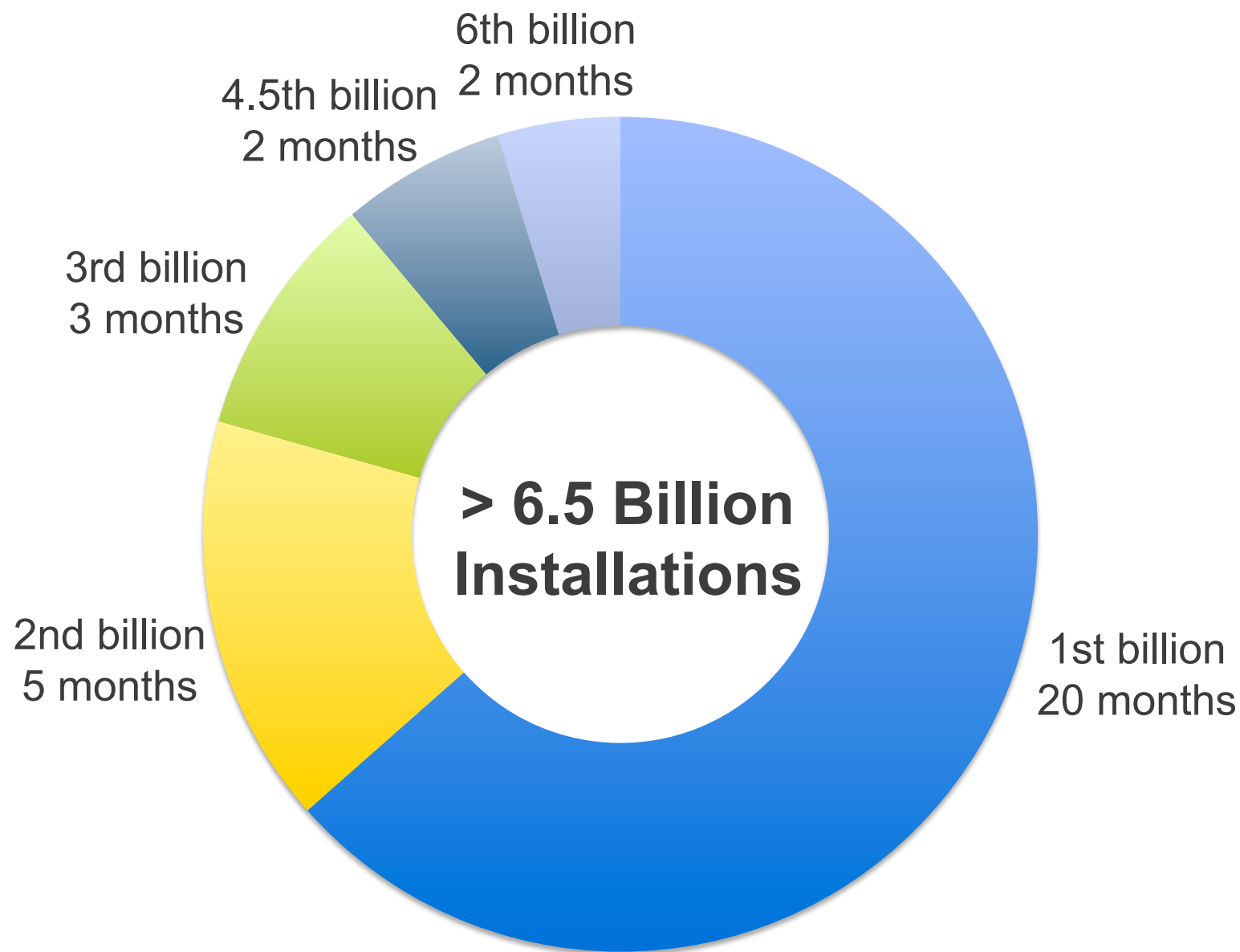
Rapid Growth in Activations



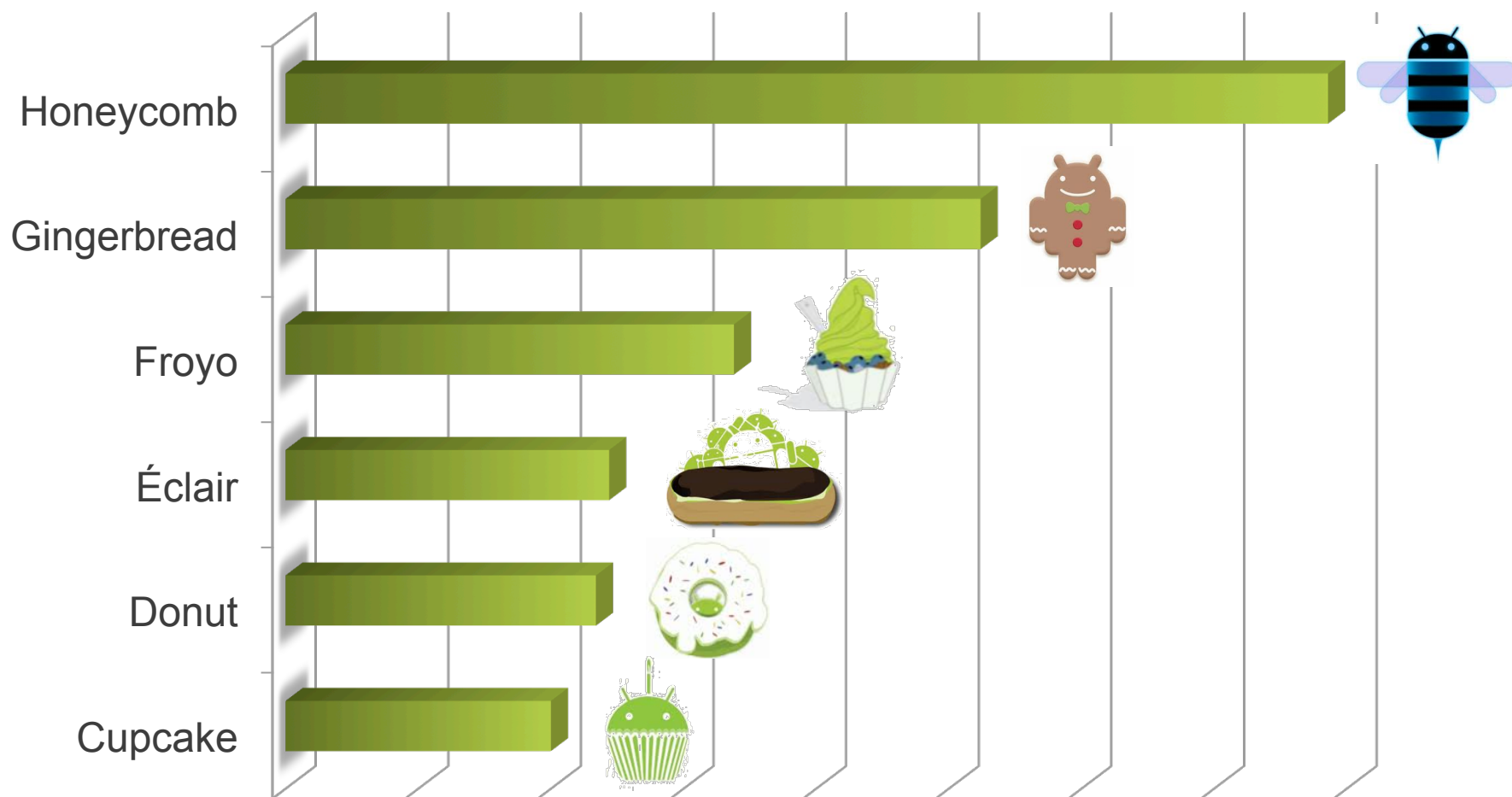
Global Expansion in Activations



App Installations



App Installations per Device



Paid App Installations per Device

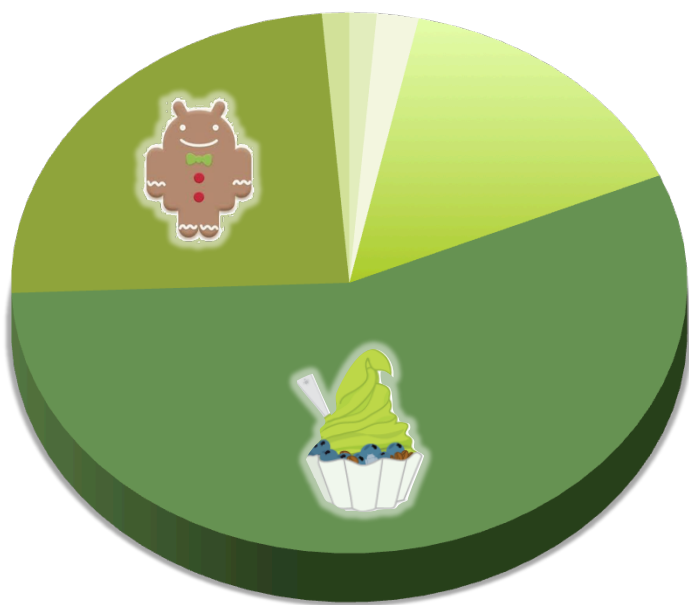




Distributing on Android Market

Too Many Platform Versions?

■ Android 1.5 ■ Android 1.6 ■ Android 2.1
■ Android 2.2 ■ Android 2.3 ■ Android 3.0



Devices accessing Android Market
14-day period as of August 1, 2011

- 1.5 and 1.6 represent 2.8%
- 2.2 and 2.3 represent 84.5%
- 3.0, 3.1, 3.2 represent 1.4%
- Industry commitment to continue updating devices for 18 months after shipment
- Single binary can
 - Run across multiple OS versions
 - Use newest APIs and maintain support for older versions

Designed for Flexibility

- Capability targeting
 - Platform version, Screen size & density, OpenGL ES version, Hardware/software features, GL texture-compressions format, ABI
 - Business targeting
 - Countries and carriers
 - Launched support for multiple apks
 - Platform versions, Screen sizes & densities, Texture compression formats
-
- Launched device availability list – based on app manifest file
 - Show all supported devices for published or draft apps
 - Option to exclude specific devices if need be
 - Detailed stats
 - Country, Language, Screen size, OS version
 - Comparison against other apps in the same category
 - Other features coming soon
 - Support for large apps – 50MB app package + up to two 2 GB archives



Monetization and Merchandizing

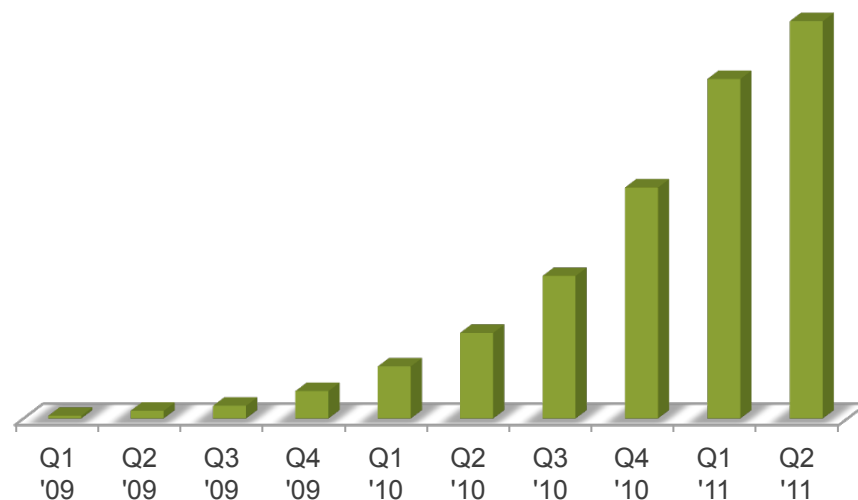
New Payment Options

- Launched in-app billing
- Big initiatives this year
 - Launch more carrier billing integrations
 - US: Live with Sprint, T-Mobile, AT&T
 - Japan: Live with DoCoMo, KDDI, Softbank
 - Korea: Live with SKT
 - UK: Live with Vodafone
 - Germany: Live with Vodafone
 - More in progress
 - Subscription billing support



Monetization

- Adding more buyers and in more countries rapidly...users in 131 countries can now purchase apps



New Merchandizing Tools in Market

■ Editorial

- Staff Picks (phone and tablet)
- Carousel (phone, tablet, web)
- **Editor's Choice**
- **Top Developer Badge**

■ Top/Recent Lists

- Category ranking
- **Trending**
- **Top New (Paid/Free)**
- **Top Overall (Paid/Free)**
- **Top Grossing (Paid)**

■ Cross Listing

- Also from Developer
- **Users Also Viewed**
- **Users Also Installed**
- **Apps for You**



Marketing Your App...

- **On your own site...**

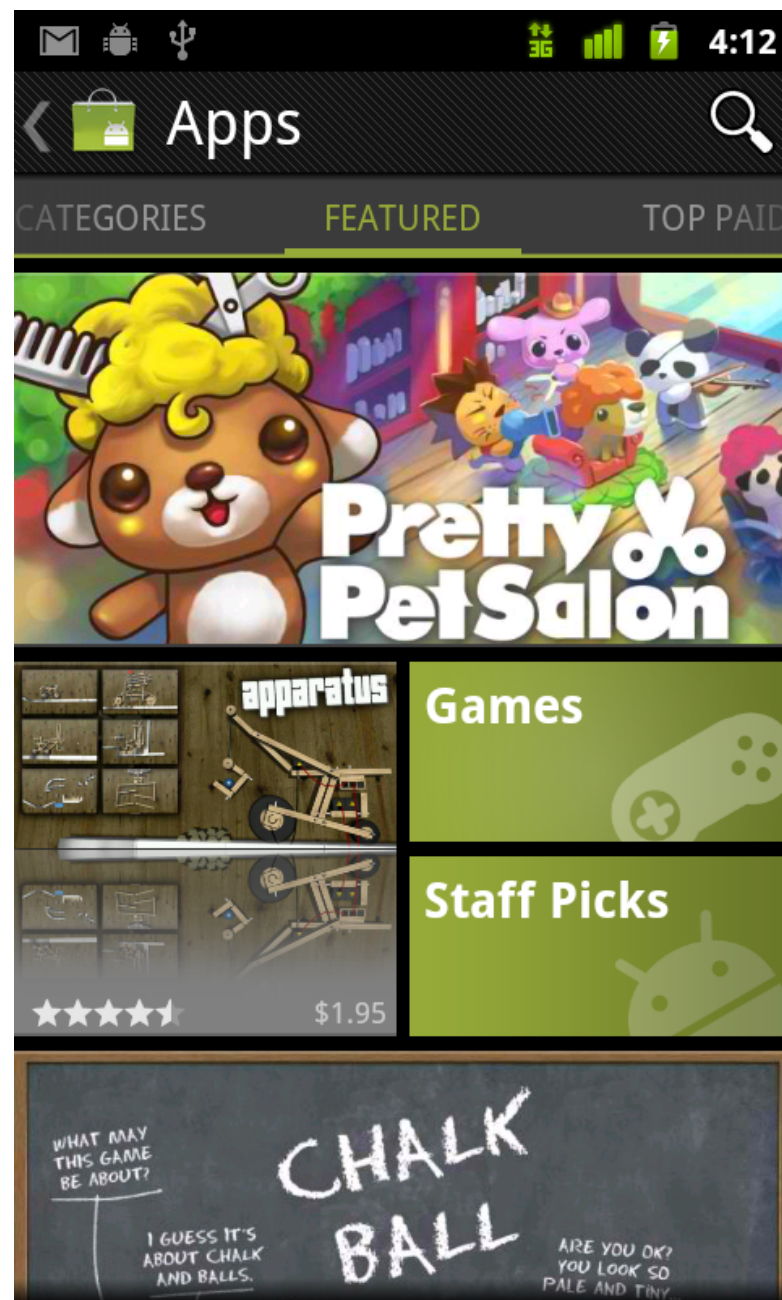
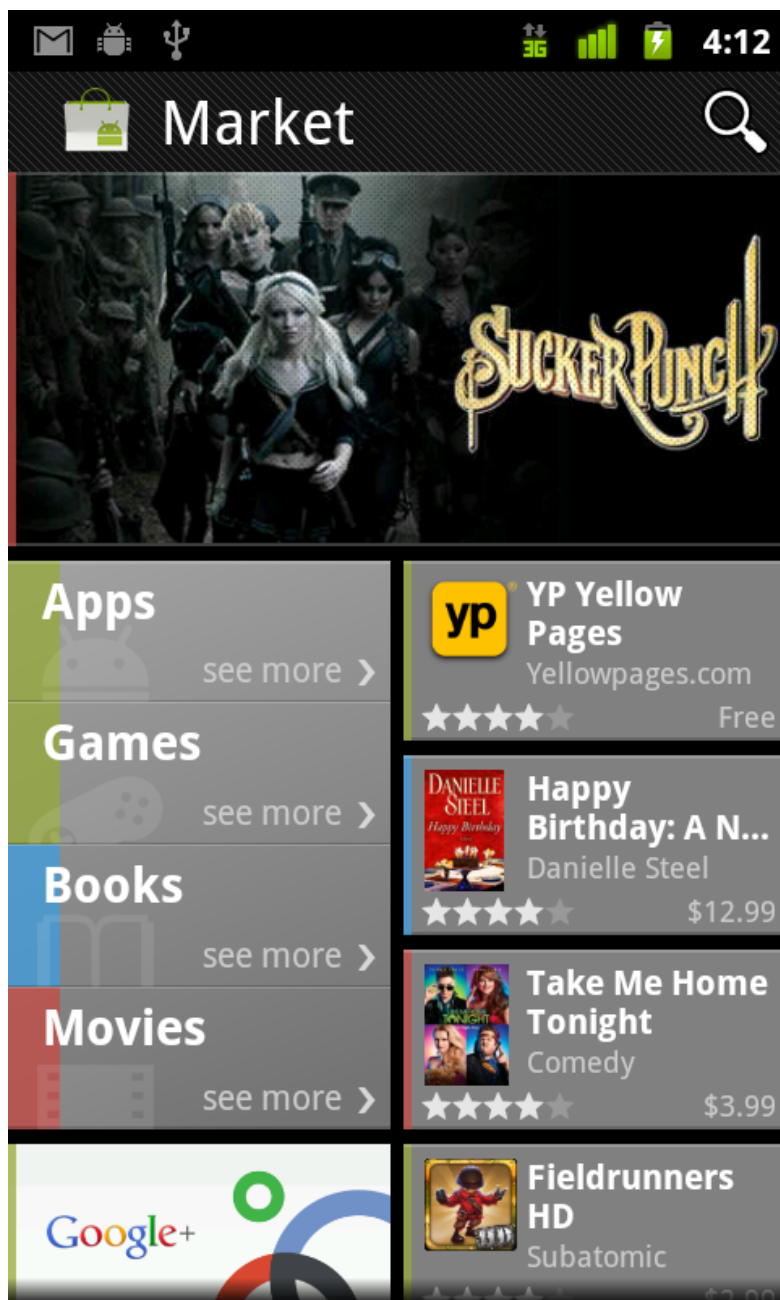
- Have a rich landing page
- Make sure it's easy to find
- Use tools for seamless downloading experiences



- **On Android Market...**

- Enter rich descriptions
- Explain the need for sensitive permissions
- Price appropriate to category
- Make it easy to rate and comment
- Treat optional promotional graphics and assets as required

New Market





For more, visit
developer.android.com

Copyrights and trademarks

- Android, Google are registered trademarks of Google Inc.
- All other trademarks and copyrights are the property of their respective owners.

